

FILE ONLY

Consultant to speak on corporate manners

Letitia Baldrige, author, public relations and marketing consultant, will speak at Northwood Institute Jan. 22.

Baldrige's topic will be "Corporate Manners." Her speech is part of the 1986 Town and Campus Northwood Institute Executive Leadership Series.

The event is scheduled to begin with a reception at 11:30 a.m. in the Griswold Communications Center, followed by a noon luncheon.

Recently featured in "People" magazine and "USA Today," Baldrige has written nine books, including "Complete Guide to Executive Manners," a 500-page book that addresses questions ranging from elevator etiquette to what to do when you discover someone stealing company funds.

Baldrige has viewed the social scene from many perspectives. The sister of Secretary of Commerce Malcolm Baldrige, she was raised in Omaha, Neb., the daughter of a Republican congressman.

After graduation from Vassar, she took a job as social secretary to U.S. Ambassador to France David Bruce and his wife.

A brief stint with the CIA fol-

lowed after which she moved to Rome to take over as social secretary to U.S. Ambassador Clare Boothe Luce. Baldrige returned to the United States to become public relations director for Tiffany & Co., then moved to the White House as Jackie Kennedy's social secretary and chief of staff.

In 1964, Baldrige opened her own public relations and marketing consulting company in Chicago. Today, Letitia Baldrige Inc. includes two divisions: public relations consulting and executive management training programs in the field of manners and social behavior. The latter division, Corporate Manners, offers lectures, seminars and private consulting for companies and individuals.

The Executive Leadership Series, an expansion of the former Executive 100 program, includes four luncheon or dinner programs. Individual series memberships are \$100, and each member may purchase an additional membership for \$50. Individual program tickets are \$25. For more information, or reservations, interested persons may call NI at 832-4365.



Letitia Baldrige